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EXTENSION SERVICE TEUTIEU

NOVEMBER 1951

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The Cover

• County Agent W. G. Myers of Howard County, Md., takes a telephone call in his office, one of the ways in which he advises farmers and farm families in his county. More than 5,000 agents and their assistants are the subject of the discussion, "The Specialist Looks to the County Agent" in this issue. The picture was taken by George W. Ackerman, formerly extension photographer.

Next Month

- The first article in this month's issue aroused considerable discussion among specialists and county agents. The specialists have their inning this month, the county agents will speak to the point next month.
- Still on the theme of the county agent's job will be two contributions from North Dakota agents. Maurice A. Ellingson of Stark County writes a testimonial for radio as "his best extension tool," and Verne E. Kasson of McHenry County tells of an exchange of color slides among agents.
- A dramatic episode in the life of an associate county agent will be described by B. J. Przedpelski of Marathon and Portage Counties, Wis., who conceived the idea of "Good Neighbor Day" and developed it into a major event.
- An article on what rural people read is scheduled for next month in our series of articles growing out of the National Conference on Rural Reading. Others include the first article last month, "Knowledge Needed for These Demanding Times," Madge Reese's article in this issue reporting on extension activities to stimulate reading and making good books available to rural people, and next month Gladys Hasty Carroll's article on what rural people want in the way of reading material. Articles planned for later issues are a discussion of youth and books by a New York librarian and a 16-yearold 4-H Club girl, and an account of how a Michigan home demonstration agent stimulates good reading, written by the county librarian.



MARY ALICE CROSSON Assistant Extension Editor Purdue University

FOOD Facts Festival was the theme of a consumer-education meeting in food-marketing program conducted by specialists before large audiences during the summer agricultural conference held on Purdue University campus. This informative program was made possible by the splendid cooperation of the various departments, and the same program was repeated 2 days both morning and afternoon before different groups at each session.

Rural and city homemakers from all parts of Indiana, neighboring States, Hawaii, and leaders from other countries who were in the United States at that time attended. This was an open meeting, and many husbands were present. Home economics extension club members, representing their clubs, took notes on the meeting to be able to give detailed reports at their next club meeting.

C. B. Cox, retail marketing specialist, Purdue, presided on a stage resembling a retail market with counters filled with meats, fresh fruits and vegetables, canned goods, and other food items.

To help homemakers shop more wisely, H. A. Stuckenschneider, retail marketing specialist, Purdue, was behind the meat counter to answer questions for Mary Sicer of West La Fayette, who took the part of the shopper. He pointed out that less tender cuts are not as popular as the tender cuts, so they sell at lower prices but can be just as tasty when properly cooked. With meat from the showcase he identified different cuts for the shopper and pointed out factors to observe when buying meat.

Opal D. Stech, Indiana extension nutrition specialist, played the role of food demonstrator in the store. With meats which she had previously prepared, she explained to the shopper the importance of cooking all meat cuts at low temperatures. Shrinkage figures and drippings were compared. She emphasized that after the meat has been properly selected it is important that it be properly prepared to save greatest nutritive value. Miss Stech explained the use of the meat thermometer for accuracy in getting the degree of doneness. Suggestions were given for proper home storage of meat.

Milo Lacy, extension economist of U. S. Department of Agriculture, was at the canned-goods counter.

He brought out the importance of reading labels so that the consumer can learn the size of the can, servings, kind of pack, grade, meal preparation tips, and menu suggestions.

Mrs. Mary Rose, home economist, likewise played the part of the store demonstrator. She showed how to prepare quick and easy meals from canned goods.

Eric Oesterle, retail marketing specialist, Purdue, answered questions for the shopper at the freshfood counter filled with cantaloups, watermelons, fresh peaches, sweet corn, and carrots, as well as green leafy vegetables. "Moisture and cool temperatures are essential to help retain the water-soluble vitamins in fresh vegetables," he said. These are made of 90 percent water, and it is just as important to have correct storage in the home as in the store.

After Mr. Oesterle gave suggestions and showed the proper care and selection of fruits, vegetables in the store and in the home, Miss Stech showed the proper cooking methods to save the greatest nutritive value.

Color slides made by H. R. Knaus of the Visual Aids Department (Continued on page 189)



White birches beckon the wayfarer to picnic grounds in the Eames Memorial Park, a "4-H Heart" Project.

COOS COUNTY, N. H., 4-H Club members have had a real opportunity to participate in a "Heart H" project which has objectively developed a sense of civic pride within

In January 1950, John B. Eames, a member of an old New Hampshire family, deeded a piece of his property to the State of New Hampshire in honor of his parents. This particular piece of property, 2.13 of an acre in size, bounds the east and west side of U.S. Highway 3. Beautiful white birches flank the highway and are also abundant in the rest of the area.

This beautiful area is rich in historical information; it was near here that Fort Wentworth was built as a garrison to be used, in part, by Robert Rogers and his Rangers during the 1750's against attacks from Indians, and later during the Revolution against possible hostile attacks from Canala.

The Eames family purchased the entirety of Coos County from the Indians about the year 1771 for a "bushel of corn and a blanket for the squaw." The old Eames homestead stands near the site of the birches and until recently was never out of the hands of the Eames family.

'Heart H' Leads to Civic Pride

GEORGE W. WIESEN, JR., Coos County, N. H., Club Agent

In 1950 a group of Coos County 4-H'ers thought the deeded land would make a nice picnic area and after some thought decided it was a wonderful "Heart H" project in which many 4-H members might

like to participate.

Members of the County 4-H Adisory Council and the county club agent agreed that it was a worthwhile project and informed the New Hampshire Highways that they would be happy to develop the area. A planning committee composed of a local 4-H leader, the county club agent, county forester, and the superintendent of highways was set up to formulate plans for the area. 4-H Club members went to work. The county forester demonstrated practices to be used in cutting, pruning, and planting. The club agent organized the work groups which had the big task of felling and removing old or dead trees, cutting brush, raking and removing rubbish, building a small pond, sinking a sand-point well, building a stone retaining wall, filling and grading bank areas to prevent erosion, planting flowers, painting waste cans, placing picnic tables, and acting in capacity of safety

Folks in the nearby communities became interested and aided in the project by helping to remove brush. Crews of the Public Service Electric Company and highway department from Groveton lent the young folks a hand by hauling away debris, hauling in loam, and helping to place the granite memorial.

John Eames, donor of the area, presented a bronze plaque to be used on the granite memorial which was inscribed to pay tribute to his parents.

The formal dedication of the area was made on July 1, 1951, with a

group of more than 150 people attending in spite of a heavy downpour of rain. The New Hampshire Commissioner of Public Works and Highways, General Frank D. Merrill, was the chief speaker. Mr. Eames and his sons unveiled the memorial.

Plans have been made for the perpetuation of the birch trees which attract so many tourists and residents to the picnic area. The job these young folks have done certainly has bolstered their thinking toward civic projects and has strengthened their realization of the meaning of the "Heart H."

Safety Story

The Oak Ridge 4-H Club in Barry County, Mo., worked on a safety program this year. Below is a story that Carl Lewis tells of things he has done to promote safety:

"I painted the gas can red and the kerosene can green so that my mother would not put gas in the oil stove. I turned over all boards that had nails in them so as to keep cows and people from stepping on them. I picked up the rake and put it in a safe place to keep someone from sticking it into his leg. I picked up all the broken glass over the yard and put it in the trash pile. The reason why I picked up the glass was that I cut my own foot on it. I pushed the lawn mower around and put it into the shed to keep someone from falling over it. I made a little box for the matches because they get struck very easily.

"I took a shell out of my rifle and put it up where my little brother couldn't get it and play with it, for he is too careless. I hung the brush hook up so that no one could cut his leg on it."

Books for Rural People

MADGE J. REESE, Field Agent, Western States, U. S. D. A.

When about 100 people, whose bond was a common interest in books, came together for a conference on rural reading, the Extension Service prepared for its role at the conference by surveying what was actually being done through extension programs to stimulate reading among rural people and to make good reading accessible to them. Miss Reese, who summarized these findings for the conference, prepared this report for REVIEW readers. Other high lights of the conference will be included in later issues.

TIS worth while to take time to speak of the influence books can and do have in the lives of people. Because the Extension Service believed this, a conference was called in Washington September 24-26 including various interested agencies and individuals. Here the power of books and their effect upon human institutions and the affairs of the world was acknowledged.

In the keynote address to the conference, Dr. Carl R. Woodward, president of the University of Rhode Island, said that "although reading habits have changed and will continue to change with the development of other media of communication, reading will remain the main channel of acquiring information of a permanent nature." With respect to rural America, he stated that "we are safe in assuming there are still millions in rural communities with an insatiable appetite for the fare which comes only by way of the printed page. Let us see that they get sufficient literary nourishment of the right kind. They are going to help determine the future course of America's progress." Dr. Woodward said further in his address that he thinks extension workers are the key people in any Nation-wide program for the promotion of rural reading.

If extension workers are to be the key people, it is well to take stock of present extension activities and achievements. This was done in preparing for the conference.

At least 30 States report good working relations between the State and county libraries and the county extension offices in making books more readily available to rural families. Reading lists of approved books are put into the hands of a large number of families through home demonstration groups and 4-H Clubs. Many of these books are on the bookmobile shelves, In Jef-

ferson County, Ark., 14 home demonstration club chairmen served as librarians in their communities in 1950. The bookmobile left 20 to 30 books in each community on each trip. At least 4,000 books were read by rural families in the one county during the year. In Louisiana in some of the 28 parishes having bookmobiles it has been known for the great-grandmother, the grandmother, and the grandchildren to eagerly meet the bookmobile at its regular stop to get books for four generations.

The State Traveling Library of Vermont, with its five district bookmobiles, has operated successfully since 1946. The home demonstration groups of the State, through organized effort, donated one of the bookmobiles and have more recently replaced the original bookwagon and have donated extra books and phonograph records to each of the district bookmobiles.

The Georgia State Home Demonstration Council raised \$2,500 toward a bookmobile to serve as a demonstration in teaching the value of libraries to counties and areas in the State not now served with adequate library facilities. This bookmobile is operated by the State Department of Education and has

(Continued on page 190)



This modern Maryland bookmobile demonstrated to those attending the conference on rural reading how such a mobile unit can bring books to isolated rural areas.

Leaders Trained in Creative Arts

Texas Club Women Study Design in Crafts at Two Workshops

KATE ADELE HILL, Specialist in Field Studies and Training, Texas

A NEW TURN was given to leadership training in Texas last July when two crafts design workshops were conducted for home demonstration women. Texas Technological College at Lubbock and Texas State College for Women at Denton cooperated with the Agricultural Extension Service in sponsoring these workshops.

Representatives from 7 extension districts and 38 counties were included in a total attendance of 57 women. Design was emphasized rather than skills. Wood, plastic, water color, pencil, leather, and metal were the media used in applying the designs. At Texas Technological College, the workshop was taught by Martye Poindexter, Mrs. Ethel J. Beitler, and Quepha Rawls, home economics faculty members. W. S. Higgins of the TSCW faculty taught the workshop there.

Miss Poindexter sums up her impression of the workshop at Texas Tech in this way:

"We went into the workshop with our fingers crossed but with a great deal of faith in our purposes, methods, and ability of the women to create designs under favorable conditions. Now, as we look back on that week's work, we all feel that our faith was well founded. The women showed equally as much aptitude for creating their own designs as do college students who are trying for the first time and did the work in the same length of time."

The workshops were set for July 9-13 at Texas Tech. To Doris Leggitt, district agent for Extension District 1, goes credit for the first idea on this workshop because she actually thought it up. Others helping in the planning were Maurine Hearn, State home demonstration leader; Dean Margaret Weeks of the home economics division; and Miss Poindexter. For the TSCW workshop those responsible were Miss Hearn; Kenneth Loomis, head



Class-work time was spent in creating designs.

of the fine arts department; Dr. John A. Guinn, president; and Lida Cooper, district agent for Extension District 4.

The purpose of these workshops was to train leaders in creative arts so that they might return home and train their fellow club members. Miss Poindexter expressed a hope that "these workshops can serve as a beginning of crafts work that will be more satisfying to them and to those of you (extension workers) who work with them."

Young Negro Farmers Buy 2,000-Acre Tract

WITHIN the last 5 years, 22 young Negro tenant farmers, most of them veterans, of Hamilton County, Fla., have purchased a 2,000-acre tract of cut-over land in the West Lake community, reports District Agent J. A. Gresham.

The tract has been divided into plots ranging in size from 40 to 120 acres; and the young farmers have worked cooperatively in clearing the land with axes, tractors, and bulldozers.

With money saved while serving in the armed forces, the veterans either made the down payment or paid in full for the land. County Agent N. H. Bennett encouraged the men to confer with the lumber

company, owner of the land, about selling it. The firm agreed to sell the young tenants 2,000 acres at from \$5 to \$10 an acre.

Prior to this purchase, most of the land in the West Lake community was operated by tenants. Families of the few colored owners in the area piled up on one another, barely eking out an existence.

Today, many of the new owners have built homes and are raising good crops. They raise cotton, to-bacco, peanuts, corn, hogs, and cattle. Although the land is not highly productive, the young farmers are building up its fertility by plowing under legumes and using commercial fertilizer.

A Dream

Comes True

JAMES F. KEIM, Youth and Community Activities Branch, Office of Land Commissioner, Wuerttemberg-Baden, Germany

FRITZ STREMPFER is a farmer living on about 50 acres of land in the little village of Weckelweiler in Kreis Crailsheim, Wuerttemberg-Baden. Mr. Strempfer does not know the meaning of the word "cannot." Temporary rebuffs merely spur him on.

Through his initiative, a Home Folks High School Program has been developed at Kirchberg-Jagst. Short courses for rural folks, especially young people, have been held during the past two winters. This winter a short course will be housed in a picturesque old castle perched on the side of the river. This he has organized and carried through, surmounting all sorts of difficulties—difference of opinion as to how the course should be held and particularly the problem of financing the same.

Next, he tackled the job of setting up a traveling school to teach farm youth the elements of farm shop work. He is still tracking down the difficulties that so far have halted him.

However, he has gloriously succeeded on two other projects dear to his heart. They have been developed by the Jugendhilfe Land local organization. Their purpose, simply stated, is to give boys and girls a chance to learn agriculture as a life work under conditions which are wholesome and appeal to youth. The girls' home is under way, and Mr. Strempfer is constructing it in the upper story of his own house. Light, airy, comfortable rooms—it is indeed a "heaven" for the girls now living there, who come from Schleswig-Holstein where the refugee population equals that of the local citizens.

Next will come the rural youth center for boys and the presentation of the check for more than 36,000 DM—American funds made available by U. S. Resident Officer Malcolm Thompson in the name of the Board for McCloy Special Projects.

He still has much to do before this project is finally realized. He is a Progressive and, as such, has stirred up opposition on the part of the Old-Time Conservatives.

I like him because he is the kind of rural community leader that I know back home in Pennsylvania. He makes me feel as if I were back there, and it is a good feeling. After one works over the hills of Pennsylvania year after year as a 4-H Club leader, one learns to know a good rural leader when one sees him.

Agents Assigned to Conservation Problems

The University of Minnesota Agricultural Extension Service took steps toward a more vigorous soil-conservation education program recently when it assigned six new assistant agricultural agents to work exclusively on soil-conservation problems.

Four additional agents will be hired later under this program.

These assistant agents work directly under the supervision of the local county agricultural agents. Programs being carried out by the new assistant agents are planned cooperatively by the respective county extension committees and supervisors of local soil conservation districts.

Special funds. totaling \$95,000 per year, were appropriated by the recent session of the Minnesota Legislature to carry out a soil-conservation program in the State. Of this, approximately \$35,000 was set aside for operation of the State soil conservation committee and soil conservation districts. The remaining \$60,000 was provided the Agricultural Extension Service to "employ educational workers and farm planners in the advancement of the soil-conservation program in the State."

The appropriation grew out of the efforts of the Minnesota Soil Conservation District Supervisors' Association, which wished to see soil conservation practices applied to the land more quickly.



Fritz Strempfer and his wife outlining the aims and objectives of the Jugendhilfe Land Verein on the site of the proposed home for boys. From left to right: Fritz Strempfer; Russell L. Wise, cultural affairs adviser; Mrs. F. Strempfer; Malcolm Thompson, U.S. resident officer of Kreis Crailsheim; and James F. Keim, adviser on youth reconstruction.

THE CORNELL EXTENSION CLUB, composed largely of New York extension specialists, decided to debate the question of just what is the job of the county agricultural agent—not because they wanted to mind someone else's business but because, as one specialist put it, "We are interested in the county agent's job as the spigot, on the specialists' barrel of knowledge."

Four specialists were elected to represent various viewpoints. Many thought-provoking ideas were introduced which have been argued pro and con in New York. To let more extension workers into the fray, a summary is presented, and next month the Review will carry some county agent comments.

What the Farm Does to the Farmer

The county agricultural agent should be interested in what the farm does to the farmer and his family as well as in what the farmer and his family do to the farm. To what end scientific agriculture? To what end increased production and economic gain? If he has as his objective "helping the farmer increase his standard of living," what is really involved as ends and means-to-such-ends?

I do not quarrel with the fact that the county agricultural agent's job is one that requires public confidence born of proven competence in the dissemination of the insights of research and in stimulating their effective application. Farmers expect it; citizens of the community expect it. He would soon lose confidence if he did not perform these significant services. He has a professional job to do. But it is not a job with a restricted, narrowly conceived function.

The county agricultural agent should never lose sight of the primary fact that the heart of his profession is his relationships with people; he works with farmers and their families, and with bankers, merchants, teachers, ecclesiastical leaders, children, and youth. The effective realization of his professional objectives requires change in human behavior: changes in attitudes, habits, skills, and values. He is vitally concerned with the pro-

motion of effective teamwork: in families, in farmer-groups, in civic groups, in youth groups. Essentially he is an educator, a teacher, stimulating the development of the potentialities of human beings. As an educator he must possess a cultivated sensitivity to the mainspring of human motivation and skills in dealing with people which permit him to stimulate the release of human energy—in persons and in groups—in the direction of desired behavior changes.

As an educator, he must be as concerned with the long-range goals as he is with short-range goals. He must have come to some defensible conclusions as to the things that matter most as concerns his own life and the lives of his fellow men. He cannot escape the profound responsibility which is his to give attention to the feelings, the thoughts, the attitudes involved in the human problems and the human values related directly and indirectly, to what he does with and to farmers and fellow citizens. The new frontier all of us face, including the county agricultural agent, is not geographical nor technological; it is the frontier of human relationships.

Many insights of practical value to the county agricultural agent in helping him to be and to become a more effective extension worker are being discovered by the science of human relationships. Management, labor, medicine, education, the military are searching for and making application of these insights. The Extension Service is making use of them. Help given county agents to increase their effectiveness in the use of communicative skills, the development of leadership, the art of program planning and administration, the development of effective teamwork and high morale, increasing the emotional stability of family life, the constructive direction of individual and group energy, the promotion of programs for children and youth, and the reduction of conflict and increase of cooperation-such help is of primary and not secondary value.-Royden C. Braithwaite, Ph.D., Professor of Child Development and Family Relationships.



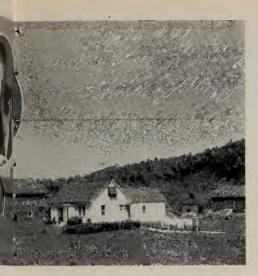
The Specialist L

Science to the Farm

The primary job of the county agricultural agent is to bring new agricultural science to farmers. The legal basis for this assignment is firmly established by the laws under which the whole Extension Service has been developed.

This agency of government—the Extension Service—has been given this job of teaching new things in agricultural science. It is both a privilege and an opportunity. If the county agent doesn't do the job, some other agency will. Farmers must have the facts. The striking increase in efficiency in farming in recent decades is ample evidence that the development of the job along these lines has paid off.

Admittedly, farmers need help on many social problems, administrative activities, and farm services. The county agent may properly concern himself with these, but he must never lose sight of the fact that he is primarily a "teacher" and not the farmer's "hired man." To argue that a county agent must be the bearer of all the good things in life to farmers is to misjudge this age of specialization. As a teacher,



looks to

he should, of course, use all the skills and techniques he can command to do the job well.—Lowell C. Cunningham, Ph.D., Professor of Farm Management.

How to Reach the Goal

There is no disagreement with the basic objective of Extension which is the development of rural people. The objective is men and women who are self-reliant, and responsible civically and socially.

The disagreement comes in the methods used by Extension in working toward that objective. A number of specialists say that the major task is solving problems of production and marketing: that once those problems are solved the basic objectives of Extension will be reached automatically. Another group believes that the direct approach is better; that development of people does not necessarily follow acquisition of wealth; and furthermore, relatively little progress has been made to date in achieving greater economic security for farm families than they enjoyed 40 years ago.

Actually, of course, some special-

ists, while saying that the job is to take agricultural science to farmers, think only in terms of a few technologically progressive farm operators. They appear to be more concerned in using some farm people to promote their technology than in using their technology to promote rural people.

If changes in people are the primary objectives of Extension, let us do the things that will result in the desired changes in people. Let us help them to study themselves and their surroundings, to take stock of where they are going in relation to where they want to go. Let us help them to recognize their capabilities and encourage them to strive for the demonstrated true values in life. Call it program planning, if you will; but recognize it as a primary job—and educational process-not something that precedes the job.

Let us set situations so that many people will have opportunities to test and improve their abilities to become self-reliant, responsible, confident individuals. Training for leadership should be a primary job and not an incidental one. Training leaders for extension teaching offers opportunities as yet barely explored.

Rural people, thus activated and encouraged by county agricultural agents, would want and use the specialists' science in ever-increasing quantities—as means to ends which they have come to know as truly desirable.—Elton K. Hanks, B.S., Professor in Extension Service.

Farmers Must Have Facts

Today the Extension Service is the most effective single educational force in agricultural service at work with the adult farmer. This position has been earned primarily through dissemination of scientific facts which when applied by the farmer have aided him in greatly improving the efficiency of his production and the effectiveness of his marketing. In this program the county agricultural agent has been the key man at the farmer front.

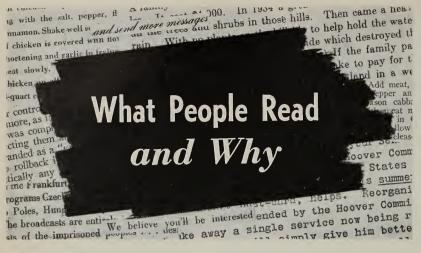
Due to the good efficiency of the American farmer, we eat well. But the job of the improvement is far from done. The years ahead will be more critical in their demands for more of the right kind of food and fiber than the decade just past. New research information from experiment stations will aid agriculture in making these additional badly needed gains. The county agent's greatest contribution toward a solution of some of the big problems of the day-inflation, high taxes, and a prepared free Nation is leadership in aiding agriculture to do an even more efficient job of production. By such means, we, as a Nation, can more easily live with inflation, pay our taxes, and remain strong.

New research facts are perennial, not affected by change in politics or side interests. The job of research is not completed; it affords a continuing source of new information for the county agricultural agent to put to work on farms in his county. This takes an alert county agent. His job of keeping the pipe line from research to the farmer open is far from easy or one of following the path of least resistance.

Advising agriculture on production and marketing problems is competitive. The county agent does not have a monopoly. The farmer will seek out alert, well-informed advisers. The county agent, however, better than anyone else sees the production and marketing job through from beginning to the end. He is in the best position to give farmers unbiased advice on all factors.

The county agent's primary job is one of aiding agriculture to be efficient and prosperous. Other desirable needs in a better life—those of better diet, recreation, attention to health, educational opportunities, satisfied young men and women on the farm, strong farm leaders, better hired men—will usually follow after the farmer and community prosper, but can never be had without a prospering agriculture.

"Ask the county agent" has become a byword in agriculture. I do not believe we can afford to place in jeopardy this important question which means so much to the average New York farmer.—Alvin A. Johnson, M.S., Professor, Plant Breeding.



AMY G. COWING, Federal Extension Service

THE UNITED STATES is a country of newspaper and magazine readers. Nearly every person who can read, reads a newspaper. About three out of four people read a magazine, but relatively few people in this country read books.

That's what we learn from readership surveys made in all parts of the country by advertisers, psychologists, book publishers, and editors of newspapers and magazines. Many of these surveys that check with readers to find out what they read give us some answers to why Americans read more newspapers and magazines than books. The striking similarity of the findings of these different researchers also suggests a clue to how to write information that people choose to read voluntarily.

Research tells us we must slant our information to people's interests as well as to their needs to motivate them to read what we write. People choose to read what entertains them or what helps them; what gives them ideas for self-improvement. Usually a desire for some kind of success motivates people to want to learn and follow new ideas. You have to identify your information with their interests in some way to get your readers' attention and hold it.

Readership studies show that Horace Greeley's advice on newswriting is as good today as it was a hundred years ago when he said, "Begin with a clear conception that the subject of deepest interest to an average human being is himself; next to that, he is most concerned about his neighbors."

All the studies show that people like to read about people, especially local people. People like to read what local columnists (including extension workers) say about local activities. Columns are high in readership, partly because they are usually written in informal me-to-you style. The most important word in the English language seems to be you. Talking direct to reader helps reader identify himself with information.

Brevity pays off in readers. Readers choose to read what they can read easily and quickly—something they can read on the run, and this is not only true of modern readers, for in the Old Testament (Habak-kuk II 2) we find, "Write the vision and make it plain upon tables that he may run that readeth it."

Newspapers and magazines cater to the interests of readers they learn to know through readership research. Maybe that's why people say they get most of their ideas from newspapers and magazines. (Incidentally, many of the farming and homemaking stories that give people ideas are written or suggested by extension workers.)

Newspapers are cheap, available and accessible to all—big factors in their wide readership. People of all incomes, all ages, and all educational levels find something in the newspaper that interests them. For many the newspaper is an escape from boredom or worry. "When you read the newspaper it takes your mind off other things" was one comment.

Newspaper studies conducted by the Advertising Research Foundation over a 7-year period—1940-47 tell us what more than 60,000 men and women said they read in the 137 daily newspapers studied.

No one reads the whole newspaper, but everyone reads something on page one. Out of 13,000 general news stories in 100 papers, only 500 stories were read by half the readers.

Large pictures, including cartoons, and really good news stories are "tops" with both men and women. No story got 100 percent readership, not even the VE-day story. Score: Men, 94 percent; women, 87 percent.

It's the story and not where you run it, that counts. Running "best stories" throughout paper is sometimes used to insure reader traffic throughout paper.

For both men and women the newspaper is a tool for everyday living. The average woman scans her newspaper from front to back looking for items on what to eat and what to wear. She especially likes recipes. She likes more local and homemaking news than general news. She is less interested in national and world affairs than men who prefer front-page national and world news. More men than women read editorials. Advertisements, editorial pages, and comics hold a slight edge over sports pages among men readers.

Small city daily newspapers and county weeklies are read more thoroughly than large city dailies. Rural people are less casual in their reading than city readers. Many city readers read their newspapers going to and from work or merely glance at the headlines. Rural readers usually read their newspapers and magazines from cover to cover.

What farm people read is brought out in readership surveys of 14

(Continued on page 191)

Into the Irish Kitchen

KATHLEEN B. WEBB Assistant Extension Editor Vermont

RISH WOMEN are seeing a more intimate side of the Marshall Aid Program through a Vermont extension nutritionist. They are learning to "bottle" fruits, vegetables, and chickens, especially the latter.

Anna M. Wilson who, for the past 4 years, has taught Vermont women the latest methods of food preservation—from the hot-water bath to canning in tins and freezing—is now in Ireland for a 3-month mission under the ECA.

In the Irish Times, in the column, "An Irishwoman's Diary," Candida writes: "Miss Wilson is getting in touch with the average Irish housewife . . . Coming from America, where methods and equipment are so up-to-date, it might be thought that some of her information would be of only academic interest, but she has taken our way of life into account and is just as happy demonstrating on an open turf fire as she might be with the latest model in radar cookers, or whatever the most up-to-date kitchen equipment is in America."

Anna's canning demonstrations have been praised already as an outstanding success. Muriel Gahan, in charge of the summer courses of the Irish Countrywomen's Association's Summer College, wrote to A. J. Dexter, present ECA chief in Ireland, telling him how much the members had appreciated Miss Wilson's work.

"As a countrywoman herself, she has made herself delightfully at home with us, sharing wholeheartedly in our household tasks and in the various activities at our courses.



Anna Wilson gives a demonstration to a group of Irish women.

The common-sense practical methods she teaches make her work of especial value to our members who are looking for simple ways of preserving garden produce but have neither the equipment nor the means to do this on an elaborate scale."

Miss Gahan continues in her letter to Mr. Dexter: "From what we have already seen, we have no doubts that Miss Wilson's visit will result not only in more and better preservation of existing products but in the growing of more fruit and vegetables and in their better care, now that the simplicity of dealing with surplus supplies has been brought home to us."

Anna left Burlington, Vt., on July 13 to fly to Ireland; and by August 5 she had already given 20 demonstrations. She writes: "For the rest of this month I shall have only one a day. I did two a day for 9 days... I have at least 40 demonstrations left."

At the Droheda Grammar School, Anna showed her usual resourcefulness in using whatever heat was available for her canning. "My stove here at the school is a gas ring about 6 inches in diameter. There are two rows of holes in the ring which supplies the flame. There are three little upturned legs on which the kettle sits, so one must be careful to set the kettle on so that it doesn't tip. The ring is attached to a tank of bottled gas. My demonstrations need to go slow,

so having limited cooking facilities has its advantage. I expect to try canning on an open hearth fire before I leave.

"My water-bath canner is like an oval-shaped, galvanized-iron, halfbushel basket. They call it their boiler. I have a cake rack with the corners bent up for a false bottom. I bought a little aluminum and a little enamel kettle because they brought me a big enamel wash basin when I asked for a kettle in which to cook one pint of strawberries. The Irish Countrywomen's Association bought a little oneburner oil stove because I asked for it and, last week, found two little primus stoves. They are like pressure gasoline stoves, about 12 inches tall and 8 inches in diameter. They are powerful so will heat the hotwater bath. They go out easily, though, so they must be watched.

"My biggest problem is jars—'bottles' here. The Irish bottling company makes a bottle that is about $2\frac{1}{2}$ inches in diameter and 8 inches tall, almost too tall for their wash boilers. The rubber ring is tiny and narrow and tends to roll when put on. The cap-shaped top is held on with a spring clamp. The mouth of the jar is $1\frac{1}{2}$ inches."

To try to remedy the situation for the Irish homemaker, Anna went to the ECA office and showed a few of her jars of food and broken clamps saved from trying to do water bath canning using the Irish jars. Mr.

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Science Hashes

Moore

What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Fertilizer—The Door to Plenty

American farmers could produce almost 6 billion bushels of corn, over 2 billion bushels of wheat, and 2 billion bushels of oats on present acreages. This is nearly twice as much grain as they are now harvesting. Those extra billions of bushels would go a long way toward helping us meet the emergency demand for meat and grain both in this country and abroad.

These spectacular yield increases would come from the application of sufficient fertilizer along with other improved practices. Research has shown that for many crops high fertilization is the best way to get the most from improved varieties, better disease control, and new soil management and planting practices. On the other hand, many cash crops such as tobacco and potatoes and other vegetables would gain little or nothing from additional fertilization.

A recent survey by the Department and all the State experiment stations shows the effects of nitrogen, phosphoric acid, and potash on the yields of crops throughout the United States. Reports have been issued for each region and for the United States as a whole. Since some fertilizers will be short this year these reports will be valuable guides in making the wisest possible use of fertilizers that are available. County agents should keep in touch with their State experiment stations for information regarding plantings in local areas.

New Hybrids for Corncob Pipes

A comfortable chair, a warm fire, and a pipe are a man's standard equipment for November. Men like pipes—they buy somewhere in the neighborhood of 38 million a year.

About 7 million are corncob pipes. Good corncorb pipes are made from special corn varieties with unusually large cobs that are hard and tough. ARA scientists are working with the Missouri station (Missouri is the biggest corncob pipe producer) to develop new pipe corn hybrids superior to the open-pollinated varieties such as the Missouri Cob Pipe. The new hybrids went through test plantings this year, and one or two of them should be available for commercial planting in 1952.

Gas-Tight Silos Cut Spoilage

Our dairy scientists have been saying for a long time that the way to keep spoilage down in grass-legume silage is to keep as much air as possible out of the silo. Recent experiments with two special gastight silos at Beltsville have provided them with additional evidence. The forage stored in one silo was slightly wilted in the field to 64 percent moisture, and that in the other silo was field-cured further to about 46 percent moisture. Storage losses were much smaller than those usually occurring in ordinary tower silos, and the halfdry silage showed much smaller losses of dry matter, protein, and sugar than the wilted silage. Losses of dry matter in ordinary silos at Beltsville have ranged from 10 to 15 percent. In the first year's results with the gas-tight silos, dry matter losses were only 1.04 percent for the half-dry silage and 5.62 percent for the wilted silage.

Soils Give Up DDT

DDT and other new insecticides weather faster in the soil than first thought, conclude ARA chemists following experiments to find how much and how long these insec-

ticides remain in the soil. The widespread and heavy use of DDT in orchards has caused concern because of the possible bad effects of large accumulations in the soil on the growth of certain crops. The scientists found that although quite stable for 3 years the amount of DDT in established turf dropped rapidly during the fourth and fifth years. After 6 years only 30 percent remained. Several other insecticides weathered faster than DDT-chlordane dropped to 30 percent in a year and a half. It looks, therefore. as if any damage to soils by these materials would be only temporary.

Runts Grow Fast on New Drugs

Regardless of the way its tail curls, a runty pig is seldom profitable. Our scientists have now come up with a finding that promises to convert runts into healthy pigs. In experiments at Beltsville antibiotics added to the diet of weak, unthrifty pigs increased their growth rate nearly 100 percent. The increase in normal pigs was no more than 10 to 20 percent; sometimes none at all.

We do not yet know exactly why the unthrifty pigs react so well to antibiotics. It may be that drugs help to reduce harmful bacteria, or encourage the growth of beneficial micro-organisms in the digestive tract, or provide some unknown growth-promoting substances. Such aids would explain in part why the antibiotics do not have the same beneficial effect on normal pigs as they have on runts.

Our scientists urge farmers (1) not to expect antibiotics to take the place of a good diet, (2) not to use them as substitutes for good sanitary feed practices, and (3) to follow the feeding directions of the manufacturer.

Food Facts Festival

(Continued on page 179)

were used throughout the program to emphasize important teaching points. These slides appeared on a screen above the heads of the speakers as they presented the specific matter related to the slides.

After Miss Sicer shopped at the meat, canned-goods, and freshproduce counters and had all her shopping questions answered, she wheeled her grocery cart to the front of the stage where Mr. Cox examined her purchases. The specialists, who were behind pulled curtains, summarized their parts of the program while Mr. Cox inspected the contents of Miss Sicer's shopping cart. The curtain then opened, and from the stage the specialists answered the questions from the audience. At the end of the question-and-answer period Mr. Cox tactfully held the audience until the specialists arrived at their respective exhibits in the corridor, where they answered individual questions.

Each demonstration on the stage had its main points reemphasized in the educational exhibits in the corridor of the entrance of Fowler Hall. These exhibits were made possible by the splendid cooperation of the food industry which included packers, wholesale stores, and the Purdue Poultry Department.

AGRICULTURAL MARKETING. Adlowe L. Larson, Professor of Agricultural Economics, Oklahoma Agricultural and Mechanical College, Stillwater, Okla. Prentice-Hall, Inc., 70 Fifth Avenue, New York, N. Y. 519 pp.

• Agricultural Marketing is primarily for one who has had limited formal training in economics and marketing. Its 24 chapters are divided into 6 parts, as follows: (1) Agricultural Marketing in Our Economy, (2) Agencies in Marketing, (3) Marketing Functions, (4) Marketing Commodities, (5) Pricing, and (6) Problem Areas.

Chapters dealing with marketing agencies, buying and selling, risk, financing, storage, transportation,

standardization, several chapters on marketing of major commodities, pricing in marketing, trade barriers, costs of marketing, marketing information, futures trading, and agricultural cooperation are typical of the wide range of topics covered in the text.

The book is well written and descriptive of a broad area of marketing functions, commodity marketing and marketing problems, providing the student with many facts related to marketing and marketing problems.

Extension workers, particularly county agricultural agents and specialists with limited training, who are interested in increasing their knowledge of marketing, will find this book easy to read and understand. In view of the increasing emphasis on marketing education, this book is timely and should prove valuable as a background and reference source of information on a wide range of commodities, marketing problems and methods. -Luke M. Schruben, In Charge, Livestock, Dairy and Poultry Marketing Section, Division of Agricultural Economics.

PRACTICAL GRASSLAND MANAGE-MENT. B. W. Allred. Sheep and Goat Raiser Magazine, Hotel Cactus Building, San Angelo, Texas, 307 pp.

• This book is a practical, quick reference to grass. The rancher or farmer will find it an easy-to-read book, written for folks who want more profit from the most important crop—grass.

The author writes from a wealth of practical knowledge and experience. He was reared on a stock ranch and studied animal husbandry, range management, and ecology in college. He served as county agent in two counties. Since

1935 Allred has been with the Soil Conservation Service in charge of range work in the southwest part of the United States and at present is working in that capacity at Fort Worth, Tex.

This is the kind of book an extension worker needs for a personal reference library.

The book should be a good reference for both ranchers and college students. Many of the principles described will be of interest to range technicians throughout the West.

WILDLIFE MANAGEMENT—Ira N. Gabrielson, Macmillan Company, New York. 274 pp. 24 pls.

• In this book Dr. Gabrielson presents his philosophy of wildlife management. His is a practical, experienced point of view. No one today is better equipped to instruct the profession than the author, and no student contemplating a career in wildlife management should neglect to read Gabrielson's new book. Others who want to know what the subject is all about can get a good thumbnail sketch from what Gabrielson has written. He summarizes problems, criticises past and present efforts, and offers constructive suggestions for improvement. He covers research, education, and public administration as they relate to wildlife resources—wild mammals. birds, and fish-and discusses sportsmanship and whether public hunting and fishing can be maintained in this country. There is emphasis on environmental manipulation as a means of producing fish and wildlife and general comments on artificial propogation and control, refuges, inventories, and regulation of human harvest. At the end of each chapter there is a list of references, and there is a brief index. - Edward H. Graham, Soil Conservation Service.

Books for Rural People

(Continued from page 181)

completed visiting every county lacking bookmobile service.

In California, county extension agents as well as the rural people, make good use of the State and county libraries. The county extension offices can get books on a longtime loan and frequently have a good supply of reference books in their office for their own professional use. Iowa Extension Service maintains an extension library for use by State and county extension workers. This involves reference service in special subject-matter fields, preparation of bibliographies on definite problems or interests and keeping the extension staff abreast of the publications in various agricultural and home economics fields.

The Washington State Library Association features book displays at leaders' training meetings, both in home demonstration work and 4-H Club work, and at county recreation workshops. Librarians in all States have been generous with their time in addressing extension conferences and broadcasting over the radio in interest of rural reading programs.

Extension Reading Programs

In at least 28 States there are planned reading programs conducted through the home demonstration groups, including the younger women. Book reviews are given by the women at club meetings, and group discussion at community meetings may be based on opinions or facts as expressed in good books read by men and women.

Nebraska has had a long-time established reading program. Many clubs are interested in having at least one program during the year devoted to "book panels" or book reviews. The new circular, Books for Fun, is popular. Another circular which has wide use is The Homemaker Selects a Book, which suggests Early-Day Books, Books of World-Wide Interest, Books of General Interests, and Books of Rural Interest.

The Illinois Extension Service offers reading courses in Child Development and Guidance, Mental Health, Family Money Management, the House and Its Furnishings, Music for the Home, Recreation and Entertainment, and other subjects. Arrangements are made with the State Library for loan if not available in local libraries.

The home demonstration groups in Kentucky make their reading plans. Each club has a reading chairman. Also there are county, district, and State reading chairmen. Some guidance is given by county home demonstration agents. Discussion of books and magazine articles, book reviews, book exchanges are all features in the program of most home demonstration groups.

New York is using special radio and television programs to stimulate more and better reading in rural homes.

Reading brings its own reward. but 16 States find that awarding certificates to women for reading a certain number of books has stimulated considerable interest and more reading. North Carolina reports 3,793 Book Review Certificates in 1950. Three books have to be read and reviewed in compliance with requirements of the home demonstration program and the North Carolina Library Commission, Arkansas has a family reading program. A certificate may be issued for the reading of one book from an approved list by any member of the family, one for the reading of 5 books by family members, and one for the reading of 25 books within the family. 4-H Club members may qualify for a certificate under the plan. West Virginia awarded Book Reading Plan Certificates to 3,882 men and women reading one of the recommended books and to 1.525 men and women reading 3 or more books. The requirements have been worked out by the education committee of the West Virginia Farm Women's Council, the West Virginia Library Commission, and the Extension Service.

If the reading of good books is a habit formed in youth, that is fortunate because great pleasure and satisfaction awaits the adult as the habit usually sticks through life. An old Chinese proverb says: "A book is the food of youth and the delight of old age." Extension agents often put into the hands of 4-H Club members selected reading lists in most States. Exhibits of good books are put on at 4-H Club camps for the boys and girls to handle and read as they please. The regular projects sometimes stimulate supplementary reading.

In counties and in isolated communities that are without any type of library service, county home demonstration councils and home demonstration clubs have established small libraries or book collections. Twenty States and Alaska report 1.645 such libraries established. These libraries are kept in homes of volunteer leaders or at some center in the county seat. A community library sponsored and operated by one club in Uinta County, Wyo., has been carried on for 20 years. Georgia reports 636 such libraries, Arkansas 500, Texas 160, and Kentucky 115.

The Hill County, Mont., Rural Free Library was initiated by the County Home Demonstration Council's petitioning the county commissioners in 1947. Today the book collection numbers 5,000 volumes and a yearly circulation of 25,000.

• DR. CLIFTON D. LOWE, Bureau of Animal Industry, extension animal husbandman in the U. S. Department of Agriculture for nearly 28 years, retired June 30. He first worked for the Department as a meat inspection tagger in the Bureau of Animal Industry in 1904.

Following graduation from Ohio State University in 1910, Dr. Lowe served in various animal husbandry capacities at Pennsylvania State College, the University of Tennessee, and a number of commercial firms. In 1923 he became the first Federal extension animal husbandman. He has served as judge in many purebred and market livestock events throughout the country and is a member of many veterinary societies and associations. In May 1951, he was presented by Secretary Brannan with the Department's Superior Service Award. He will continue to make his home in Washington.

What People Read and Why

(Continued from page 186)

farm magazines made by the Advertising Research Foundation. Personal interviews with more than 8,500 subscribers show that the reading habits of rural people are pretty much the same as city readers' except that farm people read more vocational and religious articles.

Both farmers and farm home-makers "shop through" magazines looking for "how-to-do" articles and advertisements on farming and homemaking. They like humorous material, especially cartoons built around real-life situations.

Nearly all the top-ranking features are illustrated. Illustrations always pull most readers—nearly all the most-looked-at pictures (not counting cartoons) are photographs.

Recipes Catch the Eye

As in newspaper reading, the farm homemaker reads through the entire farm magazine hunting for recipes and new ideas on homemaking and also reads articles and advertising relating to farm operations. Food and three meals a day are of major interest to the average farm woman. Put a recipe in your food copy and your chances are three to one that she'll read it.

Women are very personal in their reading reactions. When they see recipes or pictures of food they think of it as on their own tables. When they look at fashion pages they see themselves wearing the clothes. When they read personal-advice columns they compare the problems of other people with their own.

This principle of identity shows up in all readership surveys. Age attracts age; teenagers attract teenagers; women attract women. Women like to read articles by famous women as well as about them to have an indirect contact with women of distinction.

Editors of homemaking pages in both newspapers and magazines have found that this principle of identity—identifying the information with women's interests—is one of the basic things in motivating women to read their pages.

"We all know that good-to-eat has more appeal than good-for-you," said Alice Blinn, former New York home agent and now associate editor of a national magazine. "The foods that make up good nutrition will stand a better chance of being included in the meal plan if presented in good-to-eat fashion, with some idea of how to use, when, and with what, rather than by a discussion of their merits."

Catering to your readers' wants and at the same time diverting their interests in the right direction is the secret of making your writing multiply you. When you extension workers write to multiply you, you are carrying out the mandates of the Smith-Lever Act, "to diffuse among people of the United States useful and practical information . . . through publications, and otherwise."

To effectively diffuse information to all through the written word, readership research shows you must make sure that people:

SEE your information — people must know it is available; it must be accessible. In some way you must get it to the reader.

READ your information—people must want to read it and be able to read it.

UNDERSTAND and comprehend your written communication.

BELIEVE what you write; have confidence in your facts.

USE the ideas; they must want to use information and actually use it to make publication effective.

Into the Irish Kitchen

(Continued from page 187)

Dexter arranged for the public relations man to go to the Irish Bottling Company with her. She took a bottle of spoiling peas, where the bottle had cracked when she replaced the clamp when it sprang off and broke. They recognized that their jars were not satisfactory, Anna writes; but their suggestion for a remedy was to change the clamp, not the whole jar.

"In Droheda we found a few English-made quart jars with glass tops and screw bands like those we have in the United States. We used these for chicken, and all the women who could took a few of these jars when they went home.

Anna describes the ICA school as "sort of like our home demonstration agents' training conferences, only greater emphasis was placed on crafts. The 60 Guild representatives will go back to their guilds and teach the skills in addition to my canning. The folks were hungry to learn. I canned meat one day, A lady asked me if I would do chicken if she bought the chicken and jars. I told her I would be glad to-and I was. I was pleased to have a chance to show picking the pin feathers, singeing the chicken, then giving it a good soap-and-water bath. People were so interested in canning chicken that I shall have lots of that to do from now on."

And so, despite many difficulties, Extension is reaching into the Irish kitchen to help the women raise their nutrition standards and serve better meals.

Anna Wilson came to Vermont in 1947 from South Dakota where she had been extension nutritionist for 3 years. Before that she served as home demonstration agent in Kansas and Washington. She received a B.S. from Kansas State College and a M.S. in nutrition from Washington State College.

Home Demonstration Score Card

Whitfield County, Ga., farm women who belong to 11 community home demonstration clubs create interest in their programs of improvement and better homemaking by encouraging competition and setting up a score card by which the worth of activities is judged, reports Melba Sparks, north Georgia district agent.

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